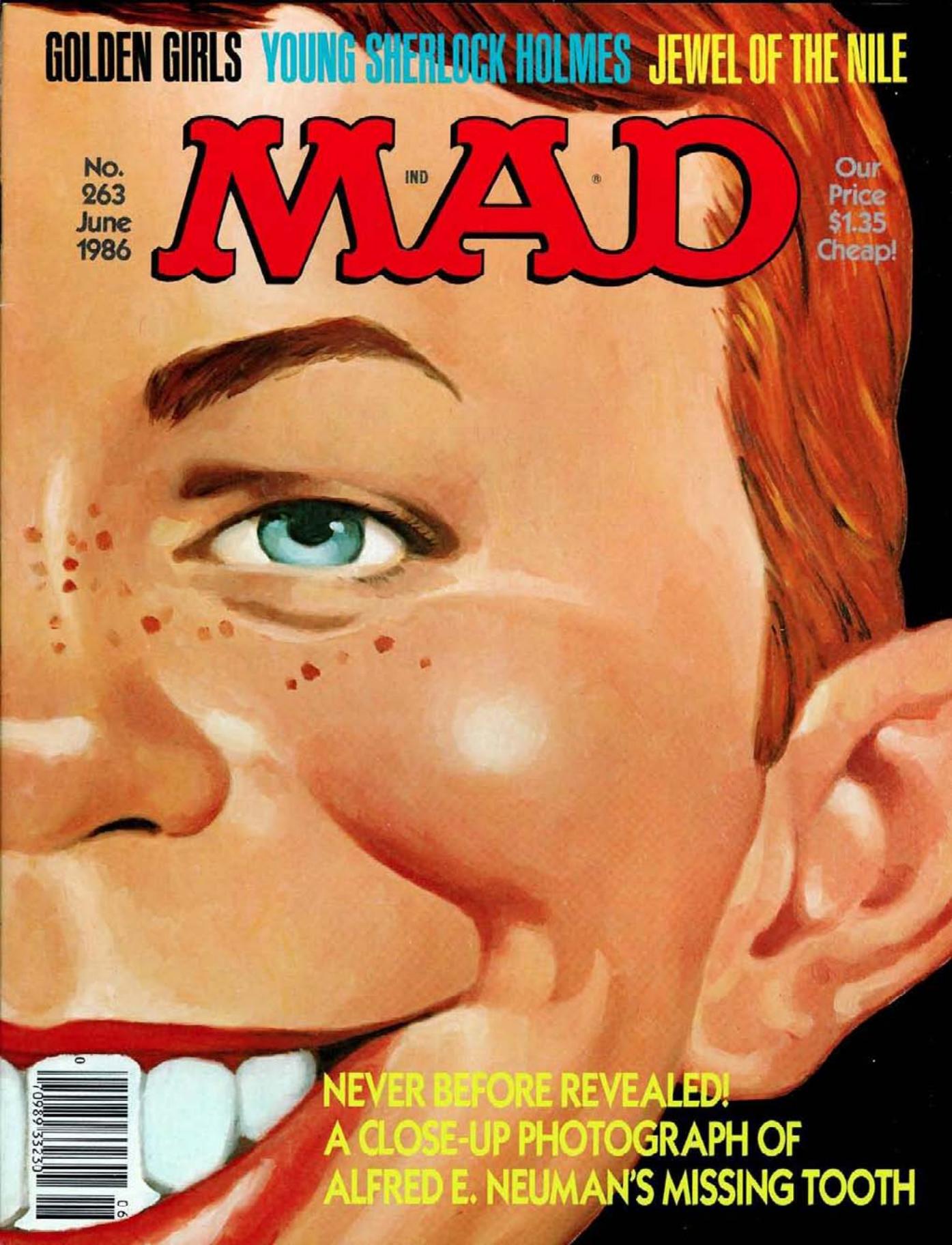


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No.  
263  
June  
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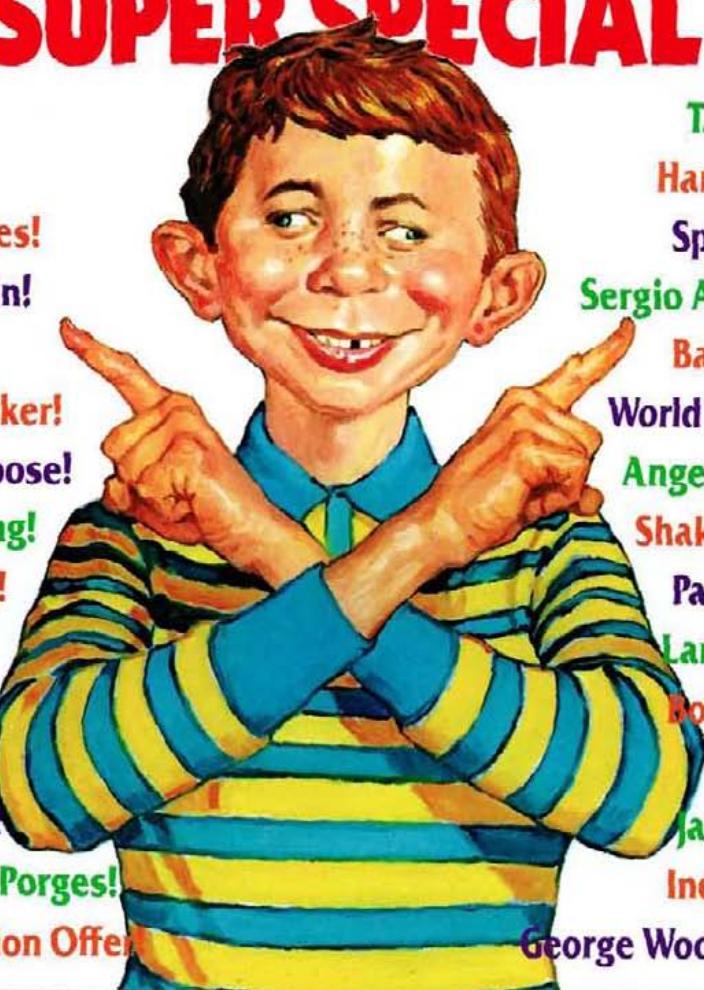
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"In the past we blamed bad people on the environment, now we blame the environment on bad people!"

—Alfred E. Neuman

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LEONARD BRENNER *art director* TOM NOZKOWSKI *production*  
CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *editorial assistants*  
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CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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COVER ARTIST: RICHARD WILLIAMS

COVER IDEA: JOHN RIOS

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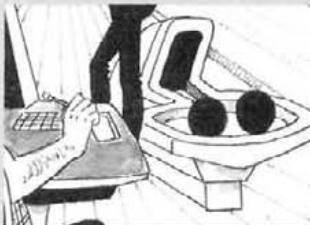
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"THE FOOL  
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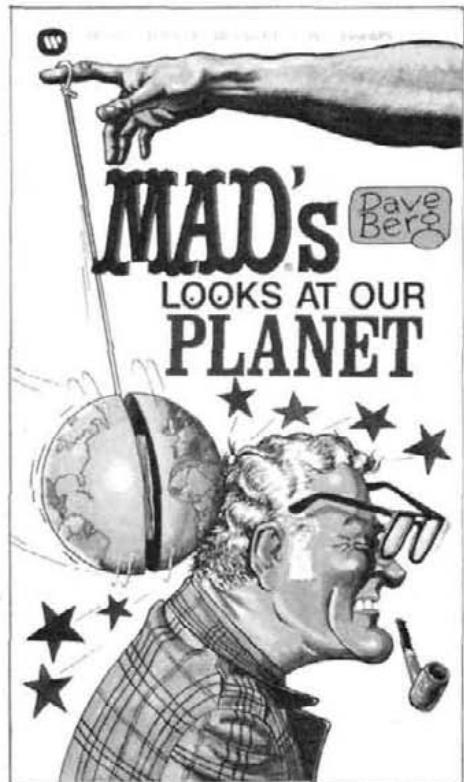
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"THE  
OLDEN  
GIRLS"  
(A MAD TV  
SATIRE)  
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# WHAT ON EARTH IS GOING ON 'ROUND SPHERE???

## HUMOR IN A GLOBULAR VEIN!



"He doesn't know his asteroid from Uranus!"

—Mr. Spock

"Berg is out to launch!"

—Carl Sagan

**ORBITING AROUND YOUR  
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## POSITION WANTED

Yessiree, we'd sure love to be in the position where we no longer have to offer these full-color portraits of Alfred E. Neuman, MAD's "What Me Worry" kid, for 60¢ each (3 for \$1.25, 9 for \$2.55, 27 for \$5.15 or 81 for \$10.35)—but unfortunately we're stuck with too many! So here we go again. Mail money to: MAD, 485 MADISON Ave., NY, NY 10022.



## LETTERS AND TOMATOES DEPT.



### IS MAD HEREDITARY?

In the 1950's I was an avid MAD reader, and it took me years to shake off the side-effects of my MAD addiction. Last week, while shopping with my daughter Jamie, I lost sight of her for a minute. When I found her, she was literally curled up inside the magazine racks reading MAD and laughing hysterically. She still hasn't stopped talking about it, so, despite my better judgment, I promised to get her a subscription. I think I might even sneak a peek at it myself!

Eric Geller  
Chestnut Hill, MA

### RIGHT ON TARGET?

I finally found the perfect use for all my old MAD Magazines.

Mike Jones  
Cranford, NJ



### "MURDER" AND "VICE"

Did you ever catch the criminals who smuggled all the humor out of your "Miami Vice" satire?

Dana Rodman  
Boston, MA

Yes, and we're happy to report that both jokes were recovered with the punch lines intact! —Ed.

The real crime in "Murder She Hops" was committed by Angelo Torres and Dick DeBartolo! Unfortunately, they are both repeat offenders.

Ash-Lee Green  
Amarillo, TX

You'll be happy to learn that because of his work on "Murder She Hops," Angelo Torres was convicted of MADslaughter and DREW a five year sentence in the PEN. Writer Dick DeBartolo was convicted of ARMED RIBBERY and is now doing time in a HALF-WIT House.

—Ed.

### AN ABBREVIATED LETTER

Regarding "MAD's Personal Ads" in issue #261: IHYPA, GTH, FYW DMYF!

DC  
KC, MO

### MAYOR MAY NOT...

In MAD #261, your article "MAD's Great American Scavenger Hunt" called for a picture of the mayor of Spartanburg, South Carolina with the Rolling Stones. The picture of Mayor Lewis Miller is enclosed from the Spartanburg Herald-Journal. Do I get half credit?

Larry T. Blain  
Inman, SC



Mayor Lewis Miller Of Spartanburg

### YUPPIE LOVE

Your article "The MAD Guide To Yuppies, Yullies and Yuffies" was the most accurate profile of American lifestyles that I have seen in a long time. Frank Jacobs did make one very serious mistake, however: Yuppies do not chlorinate their birdbaths...we fill them with Perrier!

Kurt Priebe  
Renton, WA



### MORON MAIL

A lot of foods list an ingredient called "riboflavin" on their packages. Is riboflavin a real nutrient, or just another goofy name you MAD writers made up like "potrzebie", "Veeblefetzer" and "Qwerty"?

Mike Berryessa  
San Jose, CA

Good question. For your information, riboflavin is a real word and our staff has found many things that use the name riboflavin. One of the recently discovered moons of Uranus is named Riboflavin. A riboflavin is also the device used to skim the scum off the tops of swimming pools. Riboflavin is the name of a character that appears in the book, but not the movie, "The Color Purple." It is also the nickname for the cut man of boxer Chuck "The Bayonne Bleeder" Wepner, Edward "Riboflavin" Sanbog. And, of course, riboflavin is a method of birth control frequently advocated by Dr. Ruth Westheimer. —Ed.

Please Address All Correspondence to:  
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I'm Roger Ebore! And across the aisle from me is film critic Gene Sissy! Today we're going to review two films: "Death On The Nile" and "Young Frankenstein"!

I suggest that you get your eyes checked, Roger! Look at our assignment sheet! We're reviewing "Fools Of The Nile" and "Young Sureschlock Homely"!

Well...big deal! I'll just make up my reviews based on the clips we're about to show!

Just like you always do, Roger!

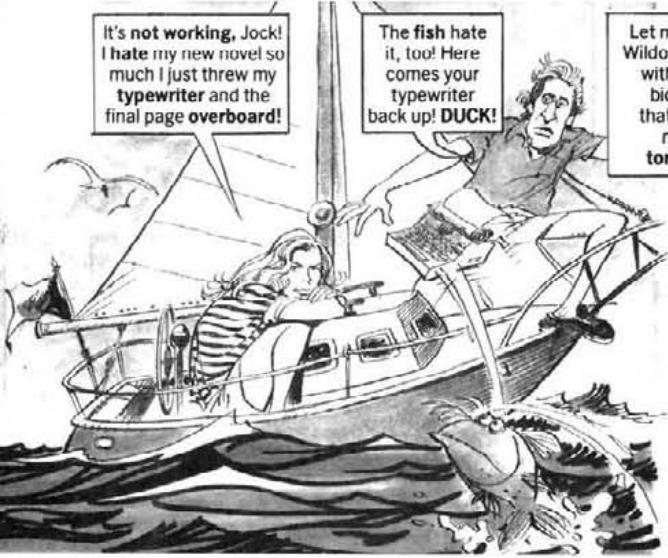
Yes, Gene, don't WE!

# The FOOL of the Nile

THE FOOL OF THE NILE

TITLES BY MORT DRUCKER





Let me introduce myself, Moan Wildone. I'm **Omar Sharif!** Come with me to **Africa** to write my biography! I will pass a **law** that any of my people who do not buy the book will be **tortured** and put to **death**!!



ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO



Now I don't want to give away **too much** of the **plot**, but Moan escapes from the palace with that guy we just saw who turns out to be **The Jewel Of The Nile**, and they keep ahead of the chasing Omar through a **sandstorm** and a wacky runaway airplane scene!

And did I mention that Rogue joins the **Suefrees** and then goes on to rescue Moan and Jock?

If you tell them **any more** of the **plot**, they can just mail you the admission charge and **stay home**! Let's get back to the **movie**!



Well, look at my two little love bats! Looks like you'll be spending your **honeymoon** down that dark well!

Get us out of here, Rogue, and I promise "The Jewel Of The Nile" will be 100% yours!

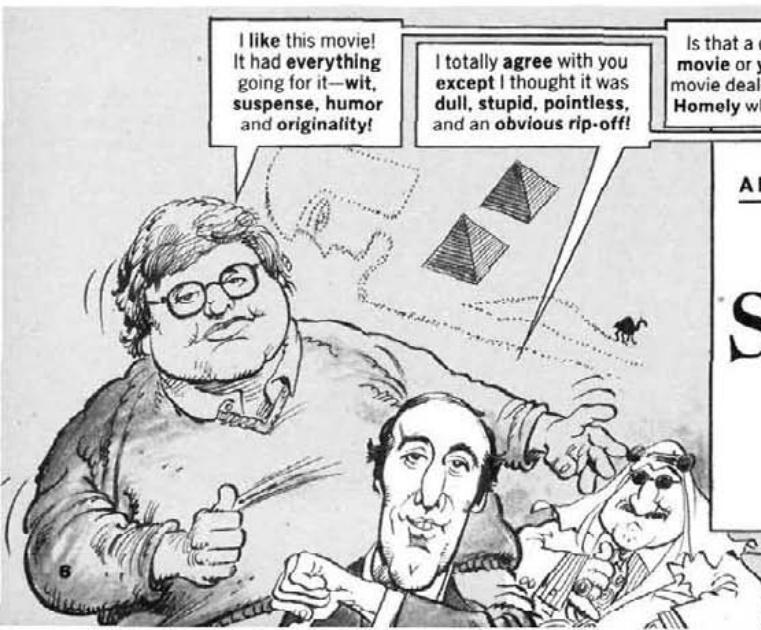


I like this movie! It had **everything** going for it—wit, suspense, humor and originality!

I totally **agree** with you except I thought it was dull, stupid, pointless, and an **obvious rip-off**!

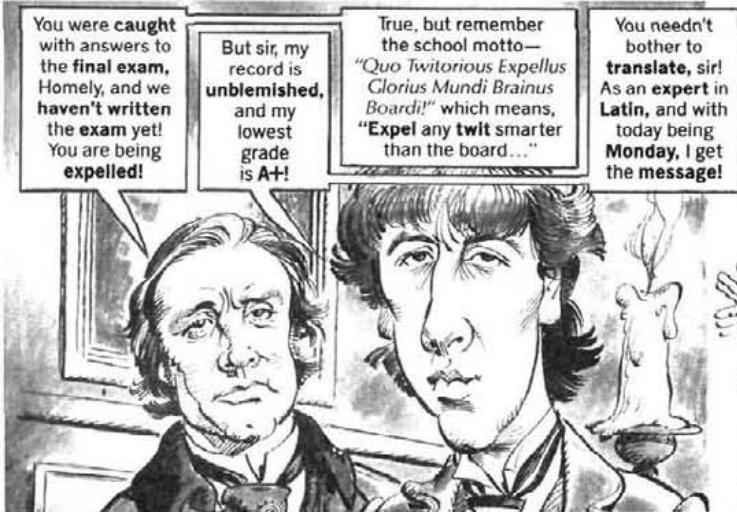
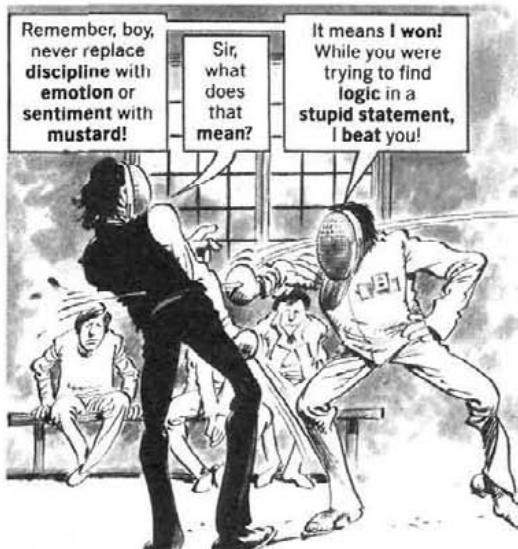
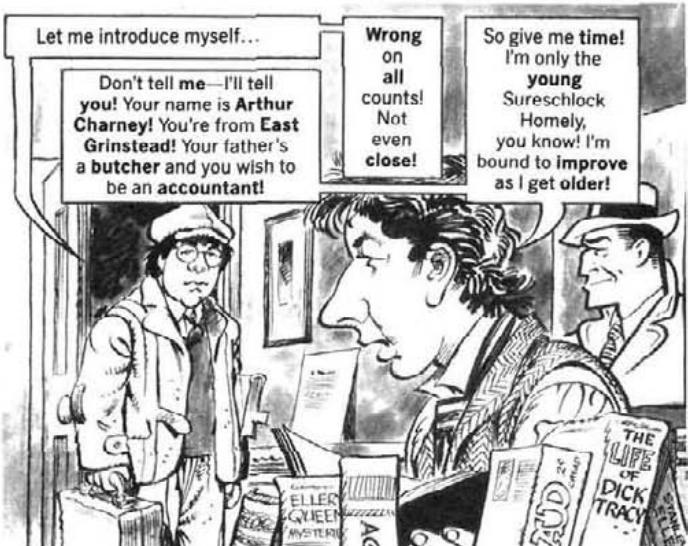
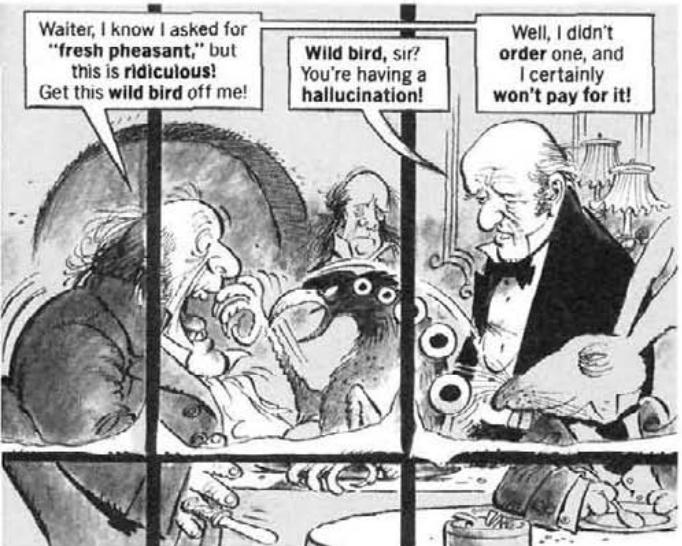
Is that a description of the **movie** or **yourself**? Our next movie deals with **Sureschlock Homely** when he was **young**!

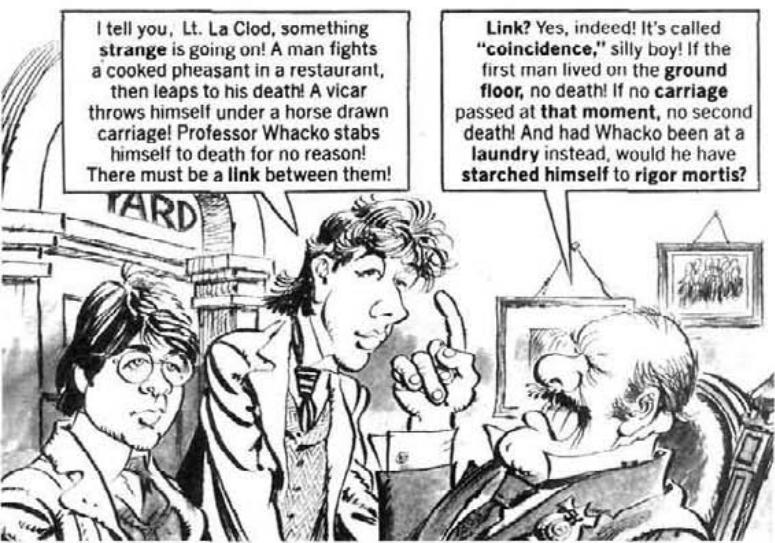
Wow! It's wonderful the way you're able to get to the **heart** of a **movie** so quickly! I wonder if the title of the film gave you any hints...

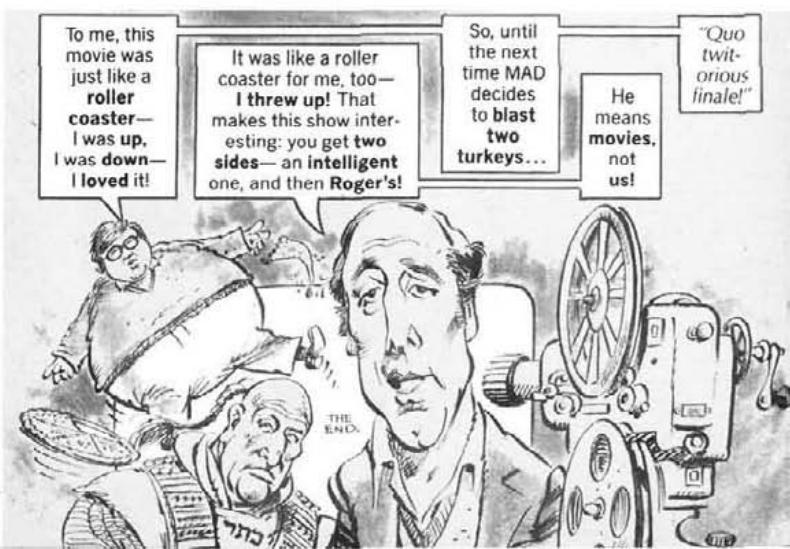
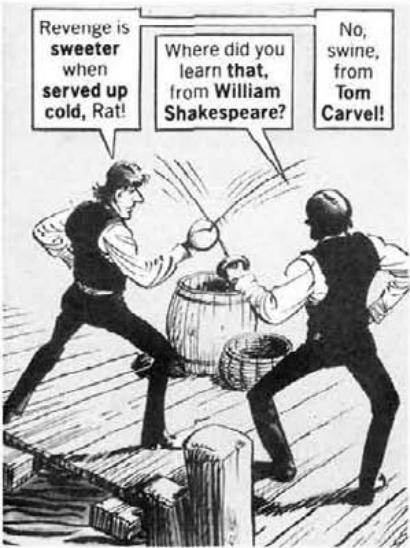


#### A PAIR OF DEDUCERS DEPT.

# YOUNG SURESCHLOCK HOMELY







# YOU'D BE RICH IF YOU HAD A



...For every "celebrity" exercise book now available.



...For everyone who *still* can't tell which one is Siskel and which one is Ebert.



...For every journalist who has referred to Mary Lou Retton as "perky."



...For every video tape rental store that's opened in any neighborhood in the last year.



...For every nuclear reactor spokesman who says that the latest radiation leak poses "absolutely no danger to anyone."



...For every person who thinks he does a great impersonation of Carl Sagan by repeating "billions and billions" in a nasal voice.

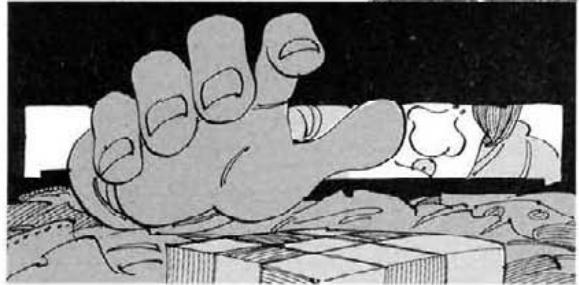
# NICKEL...

ARTIST: PAUL COKER

WRITER: CHARLIE KADAU



...For every sequel that's not as good as the original.



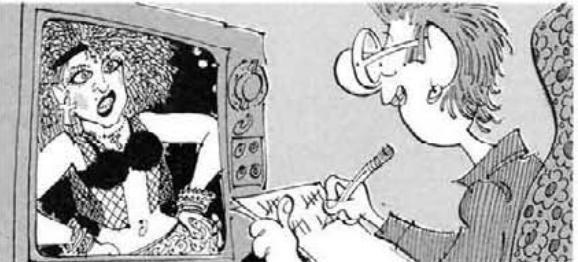
...For every unsolved Rubik's Cube in the back of someone's bureau drawer.



...For every Betamax owner who wishes he'd bought a VHS instead.



...For every time you hear a helicopter report about a massive traffic jam... *after* you're already in it.

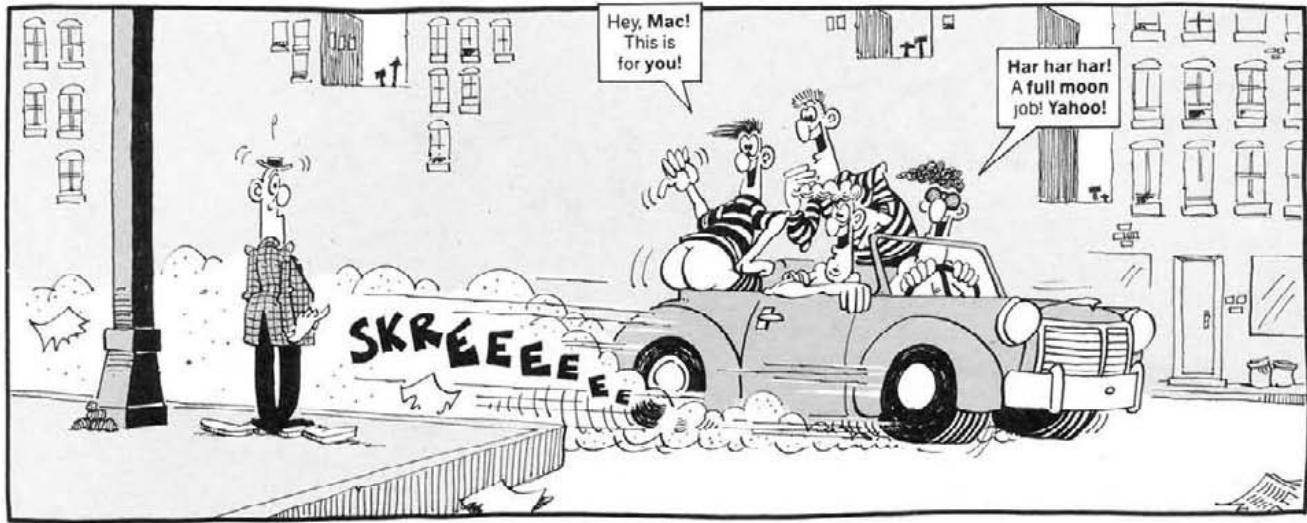


...For ever time Madonna shows her navel in a music video.



...For every disc jockey who says he's going to play 10 songs in a row without interruption, and then interrupts between every song to remind you you're listening to 10 songs in a row without interruption.

# ONE DAY IN THE CITY



ARTIST: DON MARTIN

WRITER: DON EDWING



Nice going, shmerrick!  
You had to go full moon  
a @#\$%& werewolf!



DRAWING VERSE BLOOD DEPT.

It's an ugly world out there, what with wars and terrorists and muggers and all the rest. And it's time we prepared the kiddies by giving them the message as early as possible. Well, what better way to introduce them to the hard realities of life, than with Mad's...



ARTIST: JACK DAVIS

WRITER: FRANK JACOBS

## JACK SPRAT

Jack Sprat  
Can swing his bat;  
His wife can spray her mace;  
He'll smack her hard  
When she's off-guard;  
She'll spritz him in the face.



Jack Sprat  
Is knocked out flat,  
His wife the worst of sights;  
Though bitter foes,  
At least it shows  
They're into equal rights.

# THIS IS THE FILM THAT JACK MADE



This is the film that Jack made.



This is the girl who's blown away  
Who's in the film that Jack made.



This is the creep who stalks his prey,  
Who blasts the girl who's blown away,  
Who's in the film that Jack made.



This is the ax that splits the head  
That's swung by the creep who stalks his prey,  
Who blasts the girl who's blown away,  
Who's in the film that Jack made.



This is the dude who winds up dead  
From getting the ax that splits his head  
That's swung by the creep who stalks his prey,  
Who blasts the girl who's blown away,  
Who's in the film that Jack made.



This is the salesman from Omaha,  
Who calls on the dude who winds up dead  
From getting the ax that splits his head  
That's swung by the creep who blasts the  
girl who's in the film that Jack made.



This is the handy electric saw  
That slices the salesman from Omaha,  
Who calls on the dude who winds up dead  
From getting the ax that splits his head  
That's swung by the creep who blasts the  
girl who's in the film that Jack made.



This is the carnage of blood and gore  
That's made by the handy electric saw  
That slices the salesman from Omaha,  
Who calls on the dude who gets the ax  
that's swung by the creep who blasts  
the girl who's in the film that Jack made.



These are the profits of bucks galore  
That come from the carnage of blood and gore  
That's made by the handy electric saw  
That slices the salesman from Omaha,  
Who follows the dude who gets the ax  
that's swung by the creep who blasts  
the girl who's in the film that Jack made.

## SING A SONG OF VIOLENCE

Sing a song of violence,  
Of punks and goons and thugs,  
Of homicides and gang wars,  
Of corpses full of slugs.

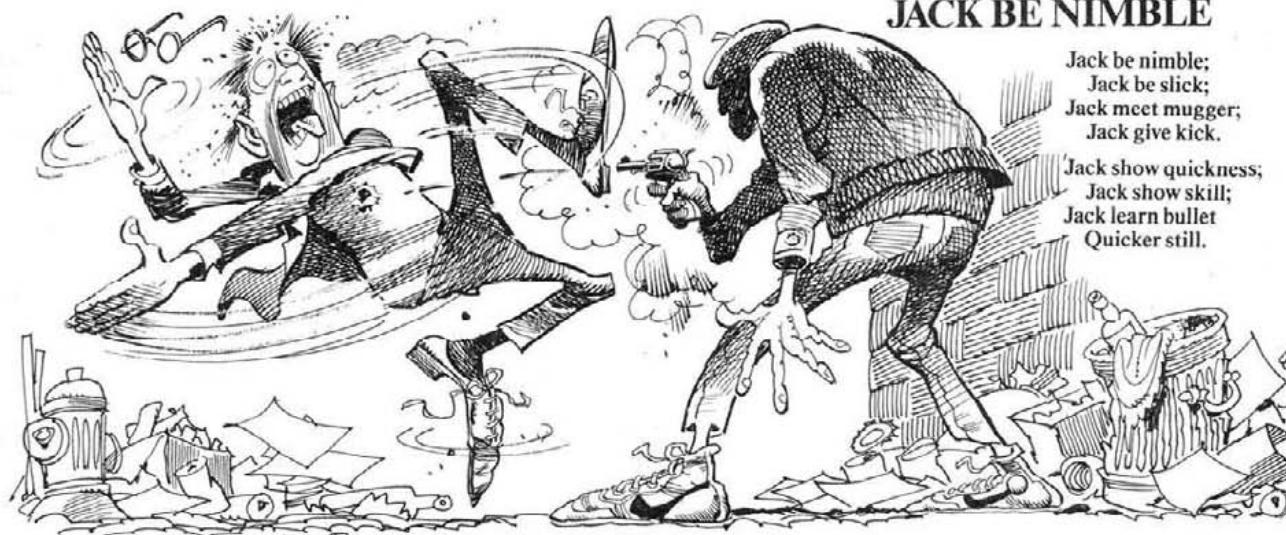
If such atrocious doings  
Are not your cup of tea,  
Well, tough, that's all you're getting  
tonight on your TV.



## JACK BE NIMBLE

Jack be nimble;  
Jack be slick;  
Jack meet mugger;  
Jack give kick.

Jack show quickness;  
Jack show skill;  
Jack learn bullet  
Quicker still.

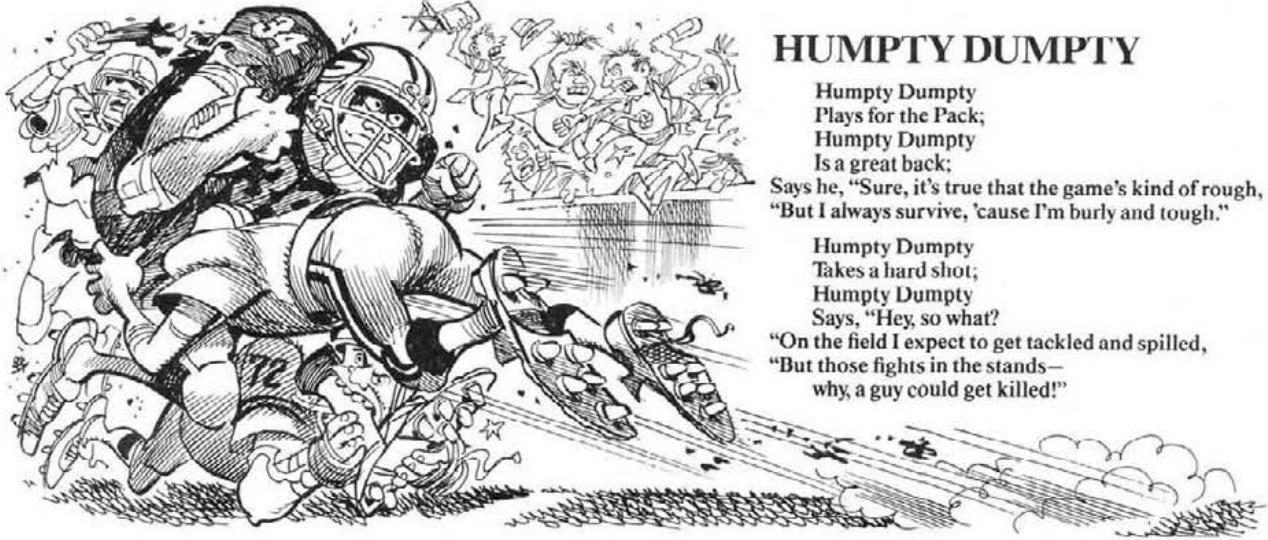


## OMAR HAD A LITTLE BOMB

Omar had a little bomb;  
He found it filled a need  
For getting rid of all those folks  
With whom he disagreed.

Omar let his bomb go off  
Without the proper care;  
And now we're finding little bits  
Of Omar ev'rywhere.





## HUMPTY DUMPTY

Humpty Dumpty  
Plays for the Pack;  
Humpty Dumpty  
Is a great back;

Says he, "Sure, it's true that the game's kind of rough,  
But I always survive, 'cause I'm burly and tough."

Humpty Dumpty  
Takes a hard shot;  
Humpty Dumpty  
Says, "Hey, so what?

"On the field I expect to get tackled and spilled,  
But those fights in the stands—  
why, a guy could get killed!"

## AS I WAS GOING TO ST. IVES

As I was going to St. Ives,  
I met a man with seven knives,  
Three rifles, 14 hand grenades,  
Two hatchets sharp as razor blades,  
A bow and arrow, poison darts,  
Plus knowledge of the martial arts;

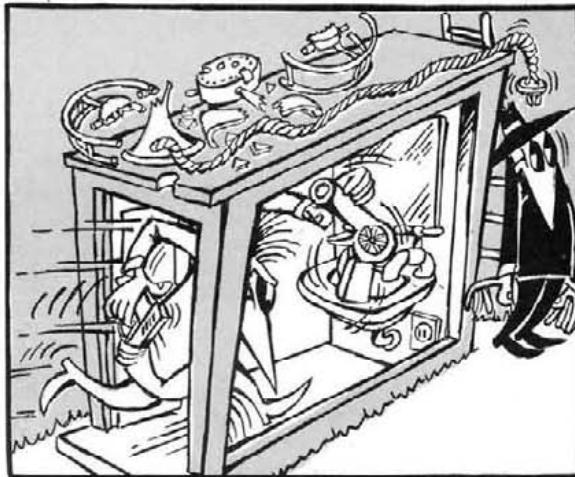
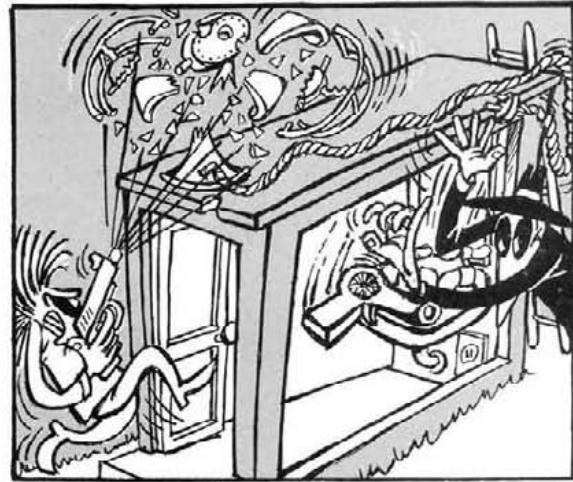
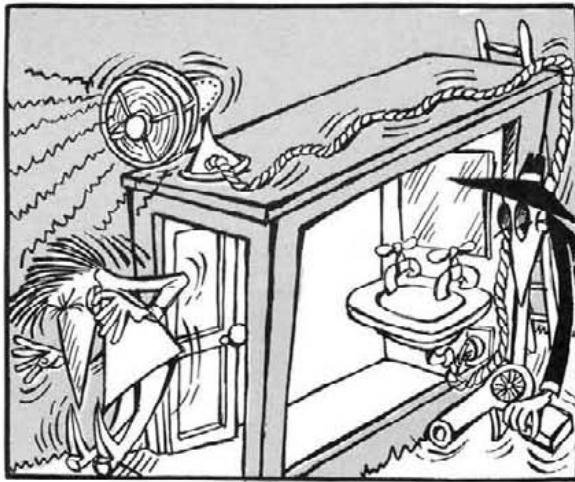
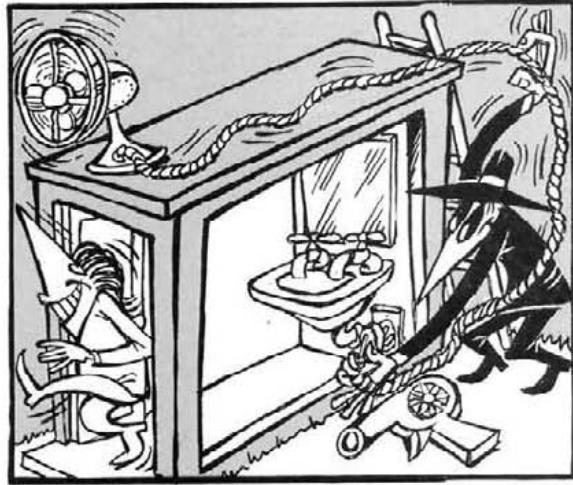
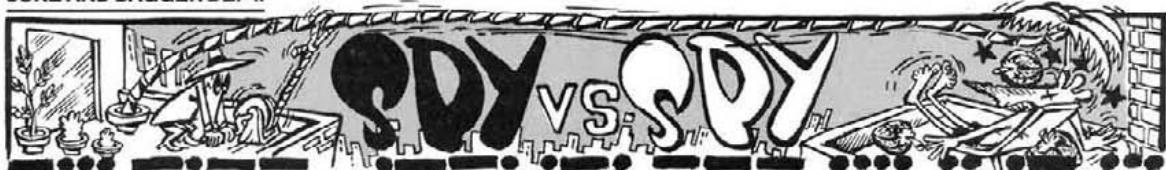
All of which may help to explain  
why *he* wasn't beaten, robbed and  
left to die like *I* was while  
going to St. Ives.



## TAFFY WAS A HITMAN

Taffy was a hitman  
Hired by Mother Goose;  
Taffy followed orders  
When she turned him loose;  
Taffy killed Jack Horner,  
Taffy killed Jack Sprat,  
Taffy killed the Fiddle;  
Taffy killed the Cat,  
Taffy killed Miss Muffet,  
Taffy killed Boy Blue,  
Taffy killed Ma Hubbard,  
Killed her children, too;  
Taffy killed Sol Grundy,  
Taffy killed King Cole;  
Guess this piece is finished—  
Taffy's on a roll.

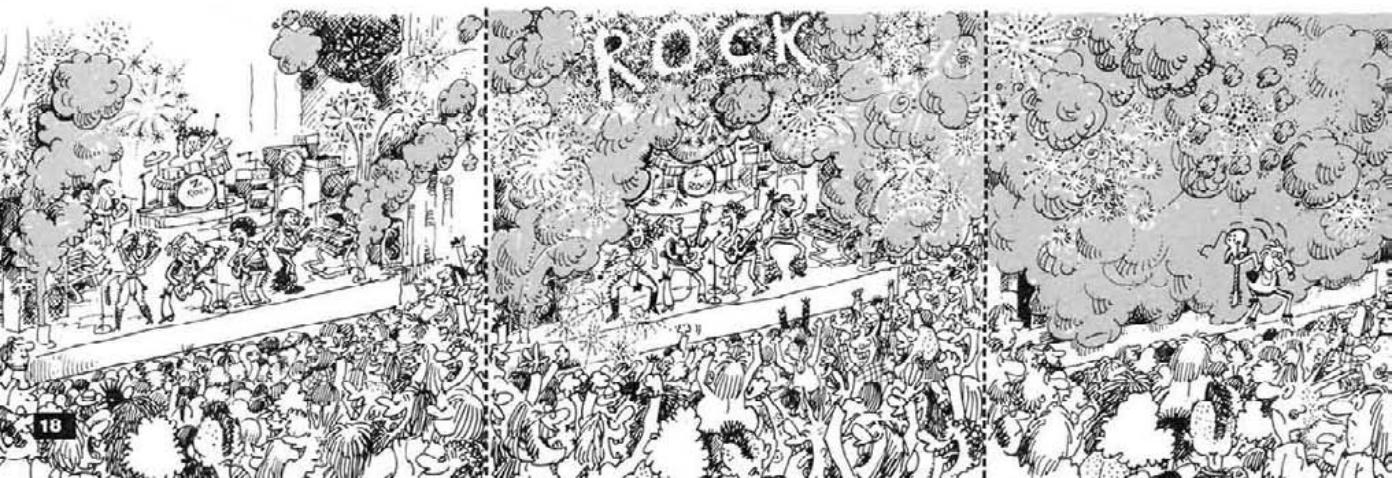
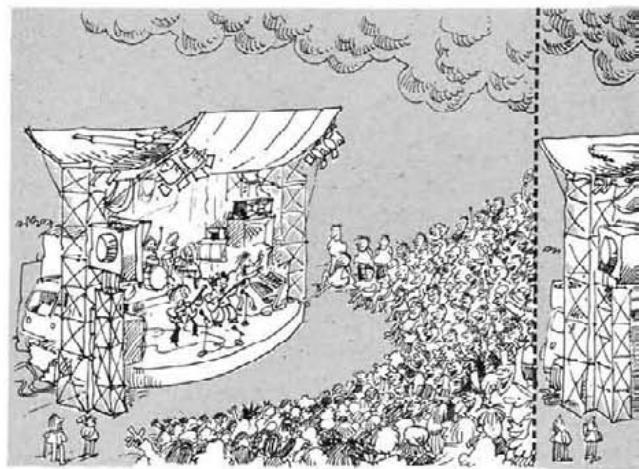


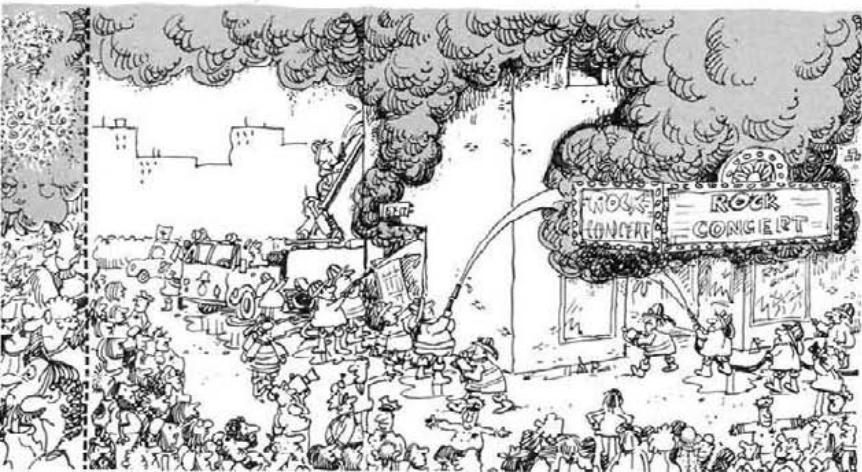
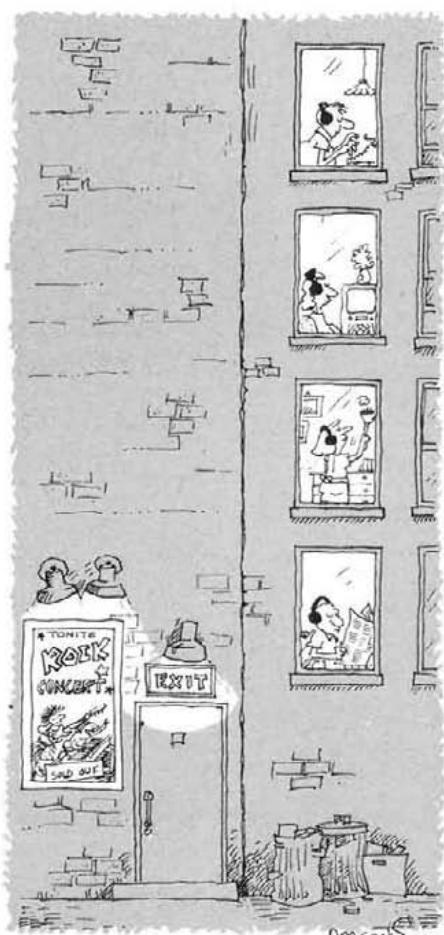
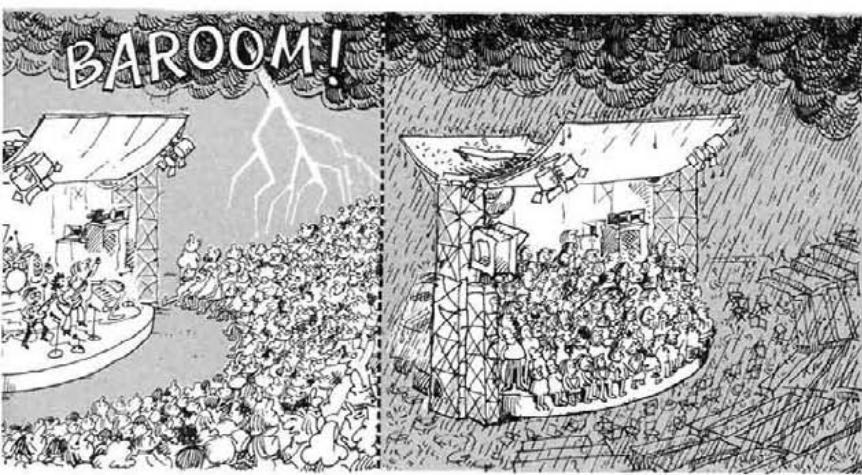
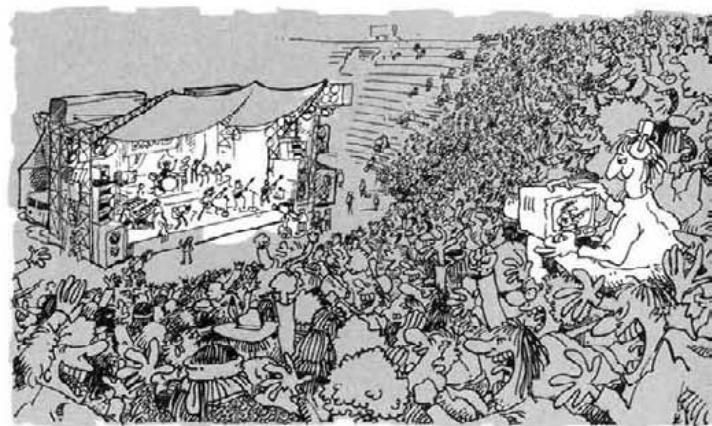
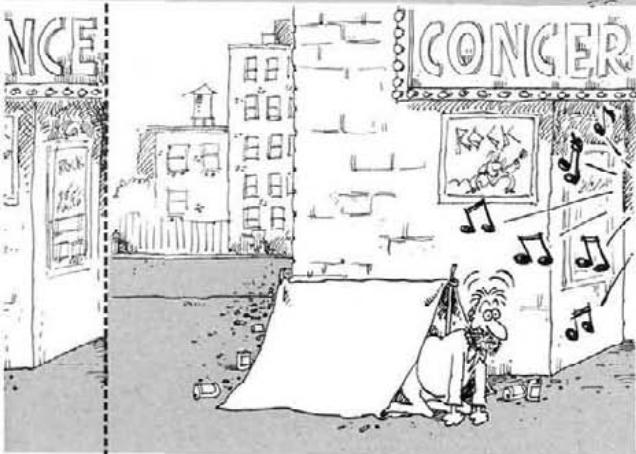


# A MAD LOOK AT ROCK



WRITER AND ARTIST: SERGIO ARAGONES





**DUE UNTO OTHERS DEPT.**

Let's face it. Everyone hates paying bills, especially when we are charged for crummy service or shoddy merchandise that leaves us inconvenienced and angry. We think it's time to fight fire with fire! And so, we now present bills that YOU can return with the outrageous bills THEY send you...

# Consumer Revenge

WRITER AND ARTIST: AL JAFFEE



## BILL TO YOUR DOCTOR

To  
From

Date and time of my appointment.....

Time I arrived at your office.....

Number of patients ahead of me in  
your waiting room .....

Time I was finally called into  
examination room .....

Total elapsed time between  
appointment time and actual time ..

My occupation.....

My hourly rate of pay.....

My hourly rate of pay multiplied by  
wasted time in your waiting room ..

Your bill to me.....

My bill to you.....

Balance owed      You  Me

## BILL TO AN AUTO REPAIR GARAGE

To  
From

My car's problem .....

When I brought it in to you .....

When you promised to return it to me ..

When you actually returned it to me ..

Number of days I had to use a rented  
car .....

Daily rate of rented car .....

Amount I paid you for this repair .....

Date my car developed exact same  
problem as before .....

Total of your bills to me .....

Total of my car rental costs .....

Balance owed      You  Me

# Bills



## BILL TO A BABYSITTER

To  
From

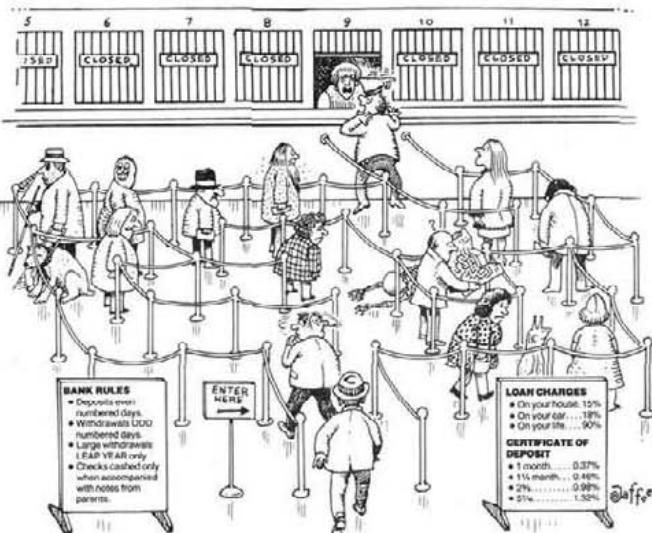
Time you arrived .....  
 Time children were put to bed .....  
 Time your entire high school class dropped in for impromptu party .....  
 Value of food in refrigerator before friends arrived .....  
 Value of food in refrigerator after friends left .....  
 Value of records scratched and broken .....  
 Cost of cleaning and repairing furnishing .....  
 Cost of long distance telephone calls .....  
 Time friends left .....  
 Time we arrived home .....  
 Amount I paid you for babysitting .....  
 Amount you owe me for everything .....  
 Balance owed You  Me

## BILL TO A SCHOOL LUNCH ROOM

To  
From

Retchville School Board  
S. M. Stillbarfin

Date and time ..... 1-286 12:13 P.M.  
 Table number ..... 22  
 Description of food picked up at lunch counter .....  
 Held together by a greenish sea of super glue.  
 Description of food picked up on clothing from filthy table and chair ..... multi-colored splotches of indelible gunk.  
 Dry cleaning and/or laundering costs ..... \$12.90  
 Cost of stomach medication after meal ..... \$16.36  
 My total cost ..... \$29.26  
 Amount I was charged for lunch ..... \$2.00  
 Amount I'm charging for cleaning and medication ..... \$27.26  
 Balance owed You  Me  \$27.26



## BILL TO A BANKER

To  
From

Date and time I entered bank .....  
 Number of people ahead of me .....  
 Time I finally got to teller window .....  
 Special problems (fill in if applicable):  
 Number of bank officers I had to see .....  
 Number of people ahead of me at officer's desk .....  
 Time I was sent back to teller line .....  
 Number of people ahead of me in teller line .....  
 Time I finally got out of bank .....  
 My costs:  
 A) Babysitter .....  
 B) Loss of pay .....  
 C) Parking .....  
 D) Other .....  
 Your monthly service charge to me .....  
 My monthly service charge to you .....

Balance owed You  Me

## BREAKING UP



BERG'S-EYE VIEW DEPT.

# THE LIGHTER PRIORITY



# TALENT



# R SIDE OF...

## TECHNOLOGY

ARTIST & WRITER:  
DAVE BERG

Do you know why I brought you here? Because you are the world's **Number One Cynic!** You're always putting down something! Well, when you started that bit about "everything being purposely built badly," I wanted to hear what you had to say about this **washing machine!**

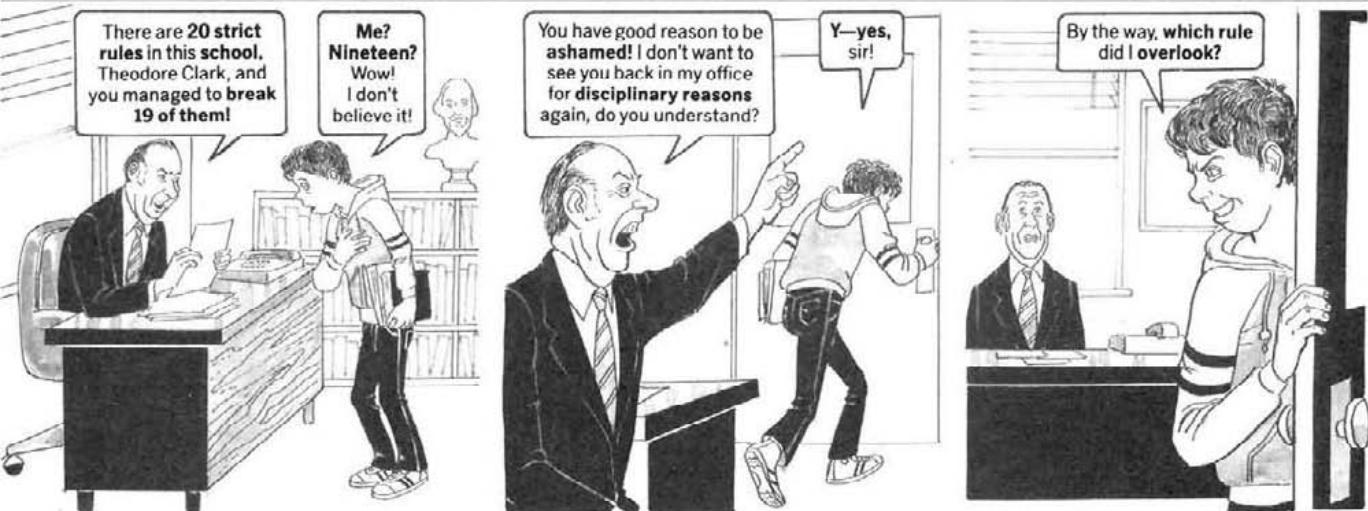
My grandmother bought it over 35 years ago and it's still working fine!

In fact, my parents wrote to the company and they're sending their top engineers to examine it!

It figures! They want to make sure they never make that same mistake again!



# RESTRICTIONS



## SELF RELIANCE



## EDUCATION



## JOB INTERVIEWS



# RESPONSIBILITIES



# KID BROTHERS



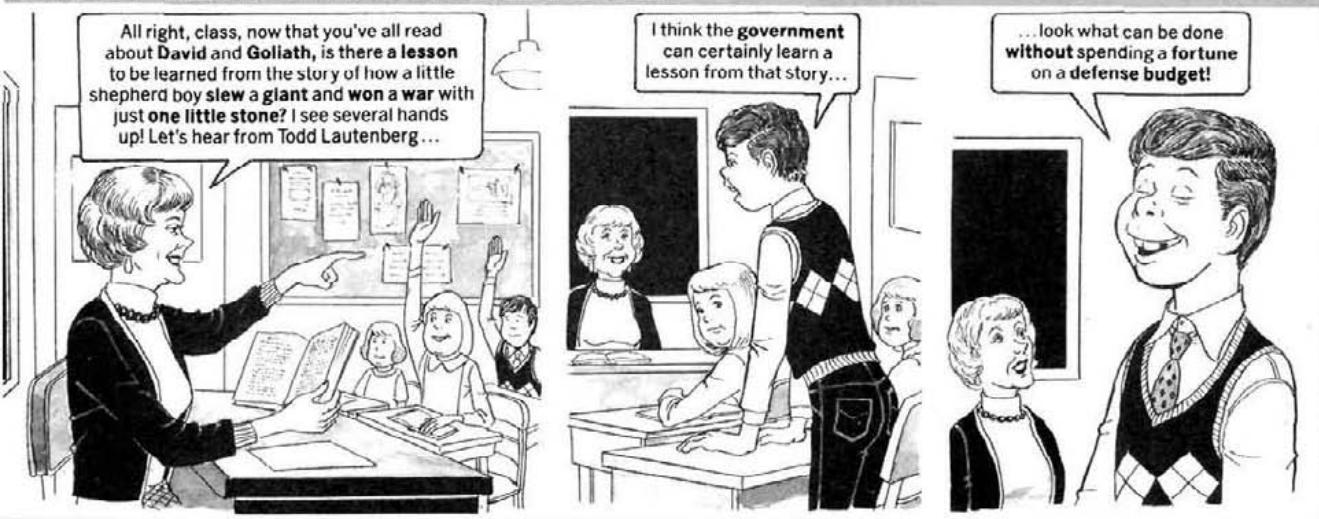
# REPUTATIONS



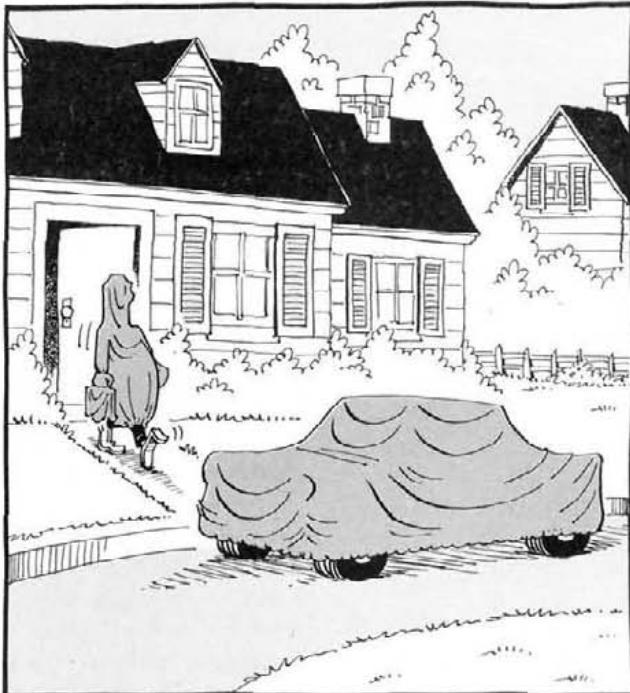
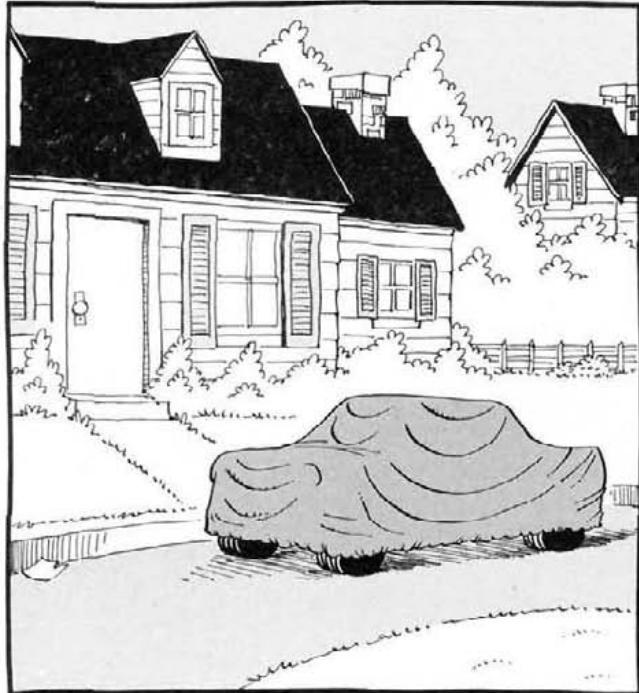
# FAST CURES



# MODERN INTERPRETATION



# ONE DAY IN THE SUBURBS



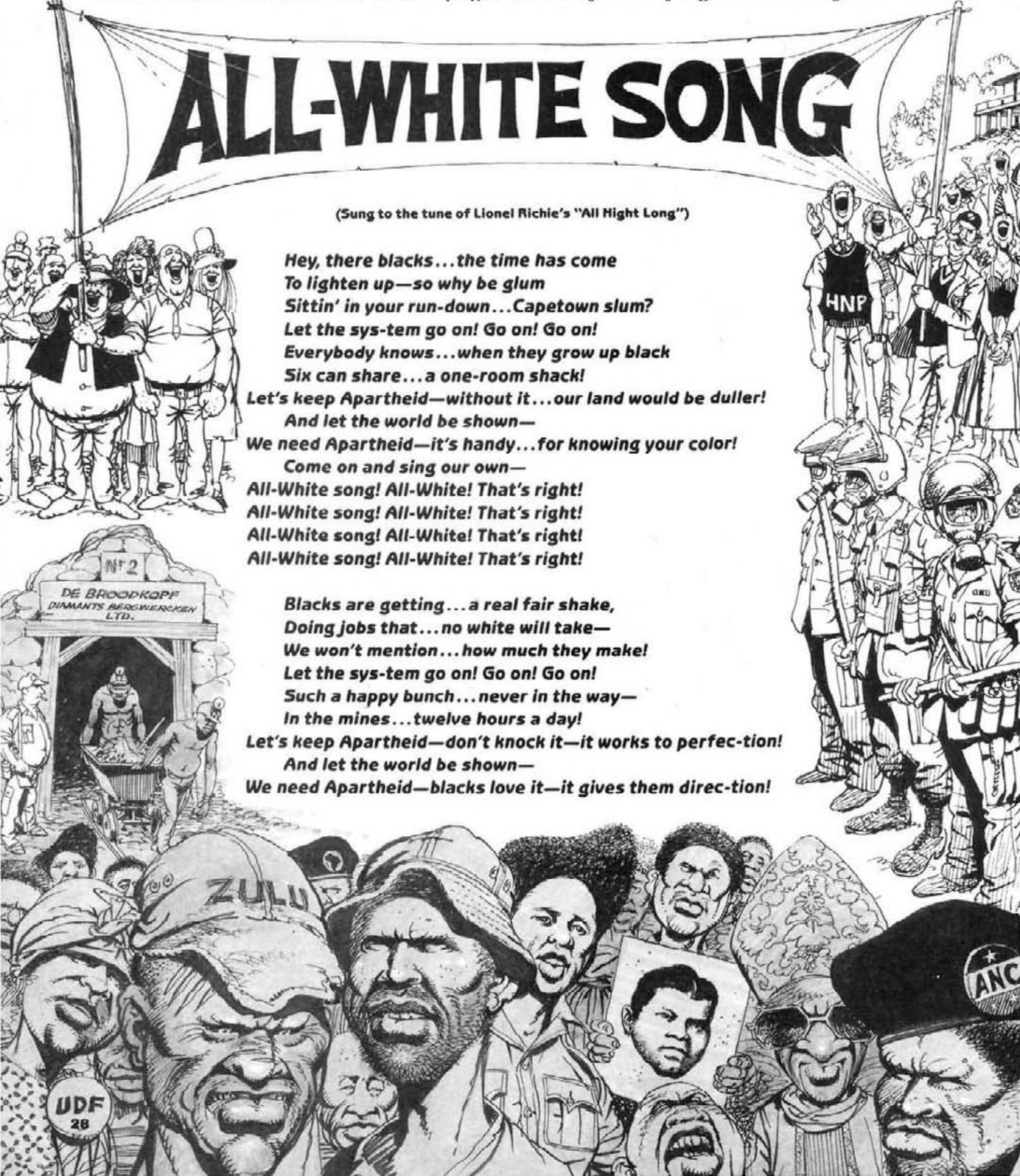
You can't turn on a radio today without hearing *Lionel Richie* singing some song about lost love, loneliness or breaking up—the *FUN* things! That's all well and good, but what about the *IMPORTANT* things—like the black/white segregation in South Africa (apartheid), and the red/green gelatin dessert in the refrigerator (Jello). Well, tune up your vocal cords as *Mad* devotes the next 3 pages skillfully rectifying this oversight with...

# ALL-WHITE SONG

(Sung to the tune of Lionel Richie's "All Night Long")

*Hey, there blacks...the time has come  
To lighten up—so why be glum  
Sittin' in your run-down...Capetown slum?  
Let the sys-tem go on! Go on! Go on!  
Everybody knows...when they grow up black  
Six can share...a one-room shack!  
Let's keep Apartheid—without it...our land would be duller!  
And let the world be shown—  
We need Apartheid—it's handy...for knowing your color!  
Come on and sing our own—  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!*

*Blacks are getting...a real fair shake,  
Doing jobs that...no white will take—  
We won't mention...how much they make!  
Let the sys-tem go on! Go on! Go on!  
Such a happy bunch...never in the way—  
In the mines...twelve hours a day!  
Let's keep Apartheid—don't knock it—it works to perfec-tion!  
And let the world be shown—  
We need Apartheid—blacks love it—it gives them direc-tion!*



**All-White song! All-White! That's right!  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!  
All-White song! All-White! That's right!**

**Yeah!**

**Ain't...a-ny...cause...for...a...black...to...frown!  
Long...as...he...stays...in...his...own...part...of...town!  
Don't...you...believe...what...the...blacks...ain't...got!  
Don't...you...believe...no...Com-mie...plot!**

**Blacks they all know their life's okay!**

**Yeah...mumbo jumbo!  
Soon it get better in ev'ry way!**

**Yeah...they all buy it!  
You can believe what us white folks say!  
More...mumbo jumbo!**

**Oh..Oh..Oh..Oh..Yes!**

**We'll give 'em More Apartheid! yeah!  
All-White song! All-White! That's right!  
All-White song! All-White! Stay light!  
All-White song! All-White! Sit tight!  
All-White song! All-White! Don't fight!**

ARTIST: GEORGE WOODBRIDGE

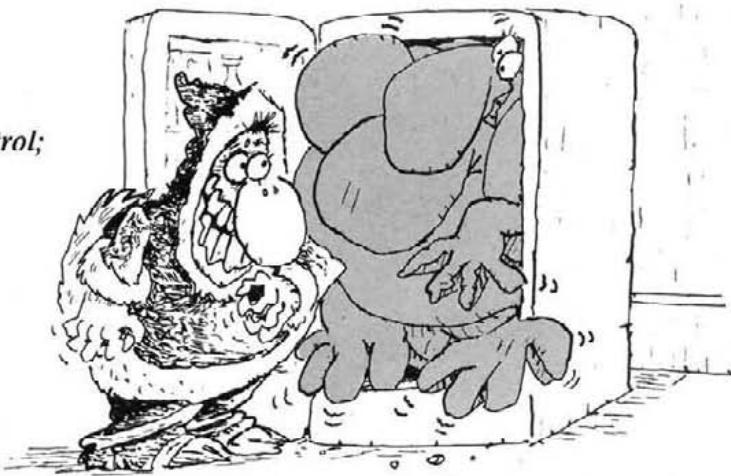
WRITER: FRANK JACOBS

# "JELLO"

(sung to the tune of Lionel Richie's "Hello")

I love the way you wiggle in my bowl—  
 And every time you touch my lips... I lose control;  
 I taste you and my stomach cries for more—  
 Jel-lo!...you're the one I'm yearning for!

For I've seen the way you move  
 When you're firm and stand-ing tall;  
 I've seen you when you're half dissolved  
     and have no shape at all;  
 You're so easy go-in' down  
 That there ain't no need to chew—  
 Ev'ry time I see you quiv-er... I want you!

ARTIST: DON EDWING  
WRITER: FRANK JACOBS

I love the way you plop out of your mold—  
 But when I draw you close to me... you're hard to hold;  
 You tumble from my spoon on-to the floor—  
 Jel-lo!...that just makes me want you more!

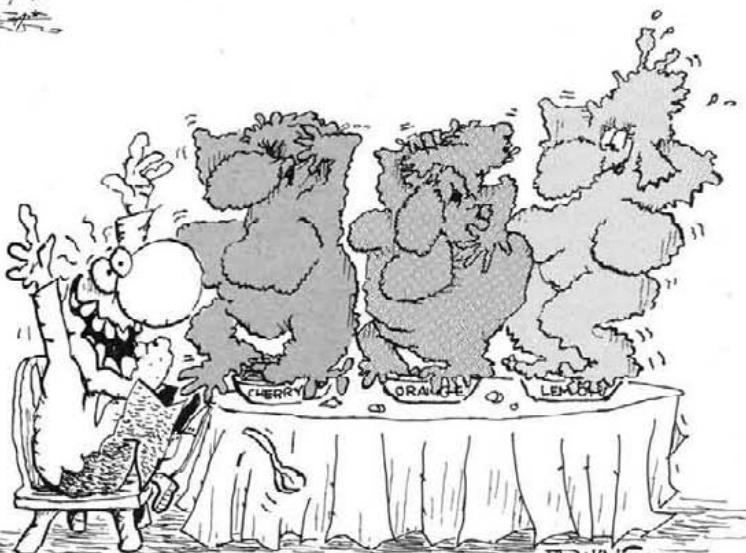
When you're coolin' in the fridge,  
 There's a passion that I feel  
 Just to know that any moment you'll be  
     startin' to congeal;  
 Though your blobs fall on my tie,  
 Never think our love is through—  
 No matter how you treat me... I want you!



Jel-lo!...you're the one that I adore!

You're so pleasing to my gums  
 That I never have to floss;  
 You're a treat with cream; I bet you'd even  
     go with A-1 Sauce;  
 You're the one I most pre-fer  
 When I'm laid up with the flu—  
 Whether cherry, orange or lemon...

I want you!



MANY UNHAPPY RETURNS DEPT.

Who is the most **feared** person in the world? No, it's **not** an international terrorist or a **Mafia hit man** or a guy who can **push the button** and **start a nuclear war!** It's a **boring, wimpy little accountant** who happens to be a **man** from the **I.R.S.!** And why does this mild-mannered little guy strike **terror** into the hearts of even the **bravest** of men? To find the answer, we bring you another **fearless, hard-hitting, no-holds-barred interview** ... this one with **Mr. Shylock Leach** who has been selected as

# MAD'S I.R.S. AGENT OF THE YEAR



ARTIST: GEORGE WOODBRIDGE

WRITER: LOU SILVERSTONE

Tell me, Mr. Leach, why did you become an I.R.S. Agent? Are you into "S & M"?

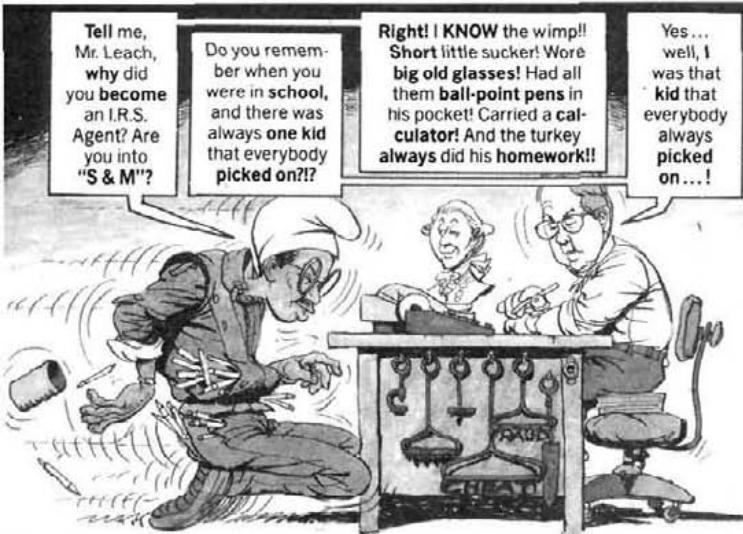
Do you remember when you were in school, and there was always one kid that everybody picked on???

Right! I KNOW the wimp!! Short little sucker! Wore big old glasses! Had all them ball-point pens in his pocket! Carried a calculator! And the turkey always did his homework!!

Yes... well, I was that kid that everybody always picked on....!

Not ME, Man!! I never hassled the dude! I used to tell the other guys, "Hey, you fools! You be leavin' that boy alone ... or you're gonna hafta deal with ME!"

But NOW it's "PAY-BACK TIME"! If anybody gives me the slightest trouble, I hit him with the magic words: "May I have your FULL NAME and SOCIAL SECURITY NUMBER?!"



You I.R.S.  
guys  
make  
big  
bucks,  
huh?

No! We're Civil  
Service! We get  
paid the same as  
mailmen, sanitiza-  
tion workers and  
xerox operators!

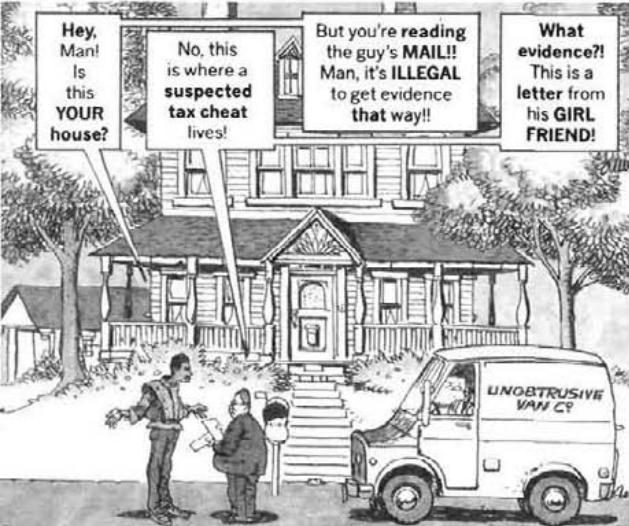
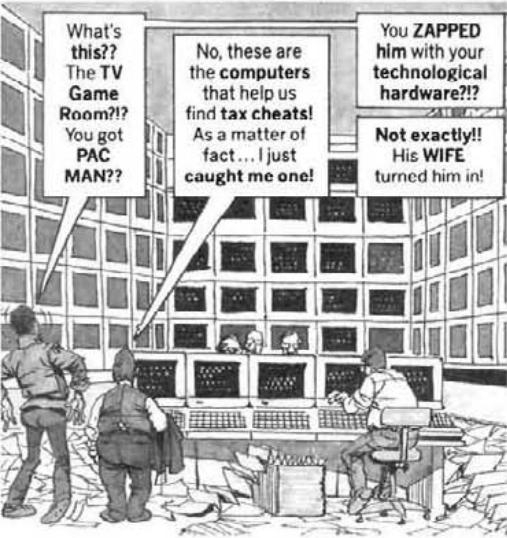
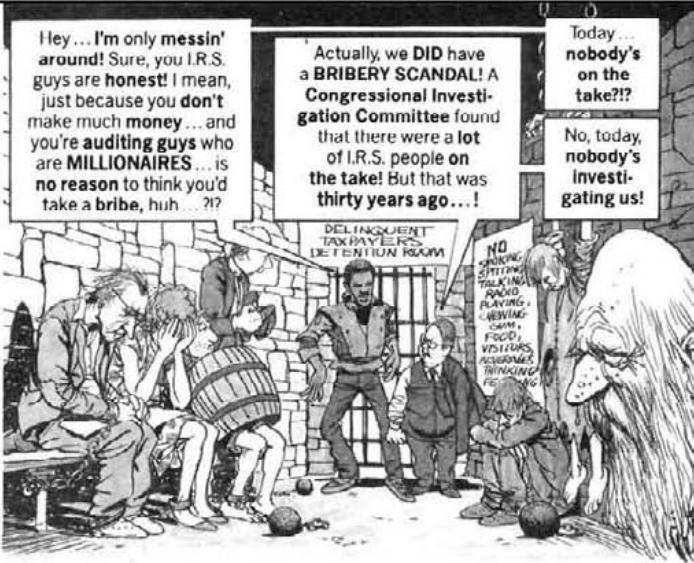
Yeah, but I'll  
bet you make  
plenty on the  
side from those  
rich cats you  
catch cheating!

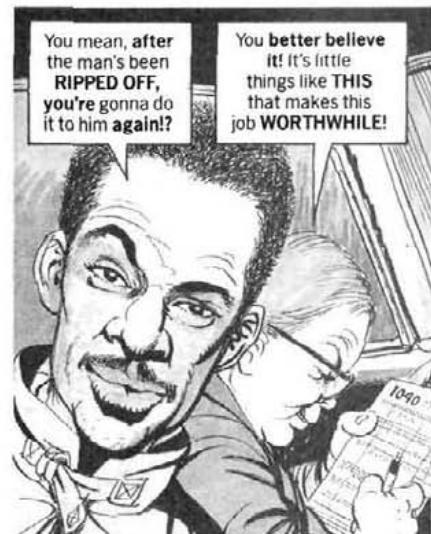
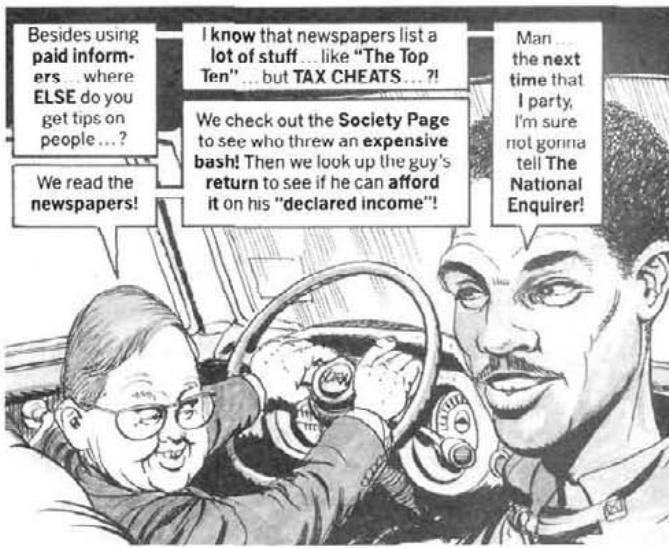
May I  
have your  
**FULL NAME**  
and  
**SOCIAL  
SECURITY  
NUMBER???**

Hey... I'm only messin'  
around! Sure, you I.R.S.  
guys are **honest**! I mean,  
just because you **don't**  
make much money... and  
you're **auditing** guys who  
are **MILLIONAIRES**... is  
**no reason** to think you'd  
take a bribe, huh... ?!

Actually, we DID have  
a **BRIBERY SCANDAL**! A  
Congressional Investi-  
gation Committee found  
that there were a lot  
of I.R.S. people on  
the take! But that was  
thirty years ago...!

Today...  
nobody's  
on the  
take??  
  
No, today  
nobody's  
investi-  
gating us!





How do you feel about the **FLAT TAX**, where everybody pays a straight percentage and all the red tape and junk is eliminated?

That would be a **National Disaster!** Collecting taxes is this country's biggest business! Tons of **Government workers** would lose their jobs!

That sounds pretty good!

And thousands of tax lawyers, accountants and tax preparers would suddenly be thrown out of work!!

All right! Sounds GREAT to ME!!

But with the **Flat Tax**, the Government would **STILL** get its money!

It's not just the money! Making Tax-payers suffer by filling out forms they don't understand is as American as apple pie!

Do you I.R.S. guys really understand all these forms?

Of course not! But it doesn't matter—because the taxpay-ers THINK we do!



What about the tax laws? Why are they so complicated—with so many loopholes and deductions that favor a privileged few...?

Don't blame me! Blame your **Congressmen**! They pass those laws! That's why they call it a "Tax Code"! Because it's written in CODE!

That's an old Congressional joke!

I know a lot of old Congressional Jokes! I've VOTED for several!

Wait here! I've got an appointment with the President of a company I'm auditing! I think he's skimming profits and putting them into a Swiss bank account!

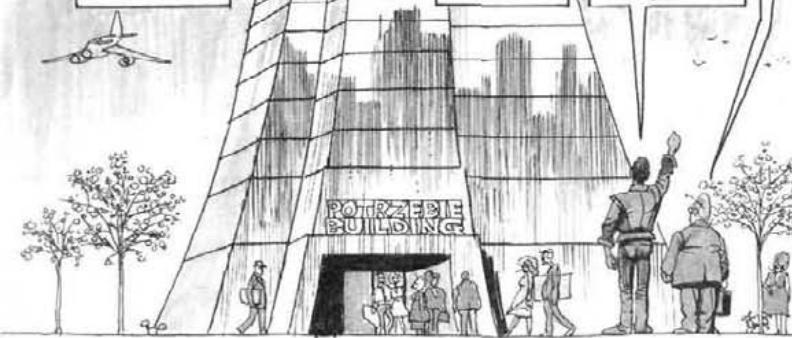
Go get 'em!!

Well? Did you nail the sucker?

No, he made me an offer I couldn't refuse!

The man put out a contract on you! So long! I'm splitting!

No, he offered me a contract to work for his firm at three times the money I'm getting!



What about the **skimming** ... and the **Swiss bank account**???

Never heard of it!!

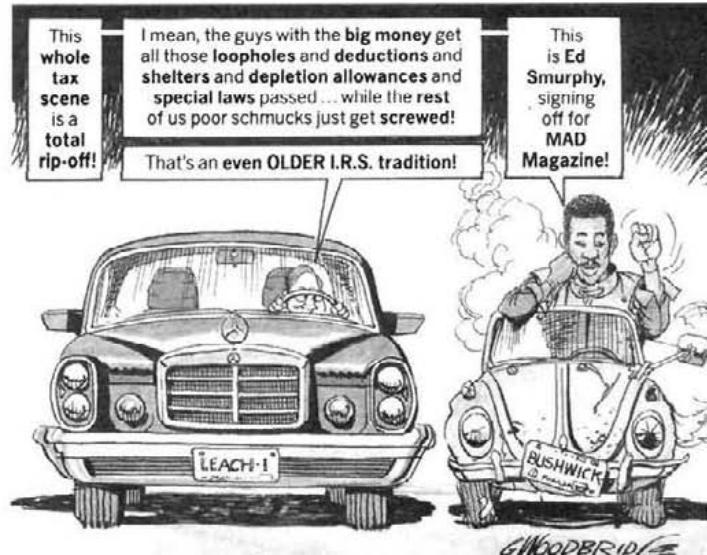
Won't your **Boss** be **SUSPICIOUS** of your taking a high-paying job with a **company** you're auditing?

That's an old I.R.S. tradition!

This whole tax scene is a total rip-off!

I mean, the guys with the big money get all those **loopholes** and **deductions** and **shelters** and **depletion allowances** and **special laws** passed... while the rest of us poor schmucks just get **screwed**!

This is Ed Smurphy, signing off for MAD Magazine!



# ONE DAY IN THE COUNTRY

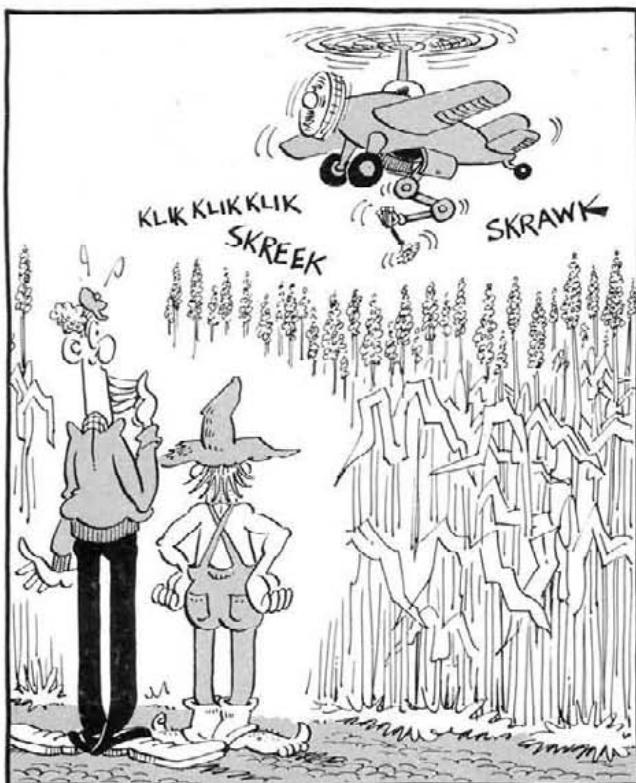
What kind of  
plane is  
that?

Don't you  
city-slickers  
know nothin'?



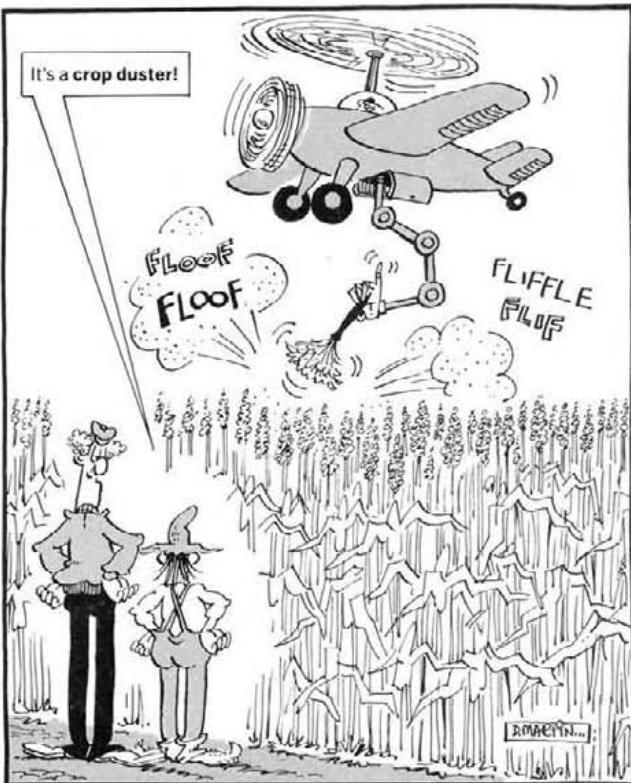
KLIK KLIK KLIK  
SKREEK

SKRAWK



It's a crop duster!

FLOOF  
FLOOF  
FLIFFLE  
FLUFF



# NOT-SO-OBVIOUS W

ELEVATORS ...



DENTISTS ...



*...who ask you to remove all your clothes*

PUBLIC RESTROOMS ...



*...with cutouts in the door*

PLASTIC SURGEONS ...



*...with Picasso portraits in the waiting room*

*...last inspected in April, 1982*

# WARNING SIGNS OF PLACES TO AVOID

## TATTOO PARLORS...



## OUTDOOR CAFES...



## PSYCHIATRISTS...



## HOSPITALS...



ARTIST AND WRITER: PAUL PETER PORGES



Every year Hollywood bestows Oscars on films of excellence. That's a fine idea. There's just one hitch. Hollywood stopped making films of excellence about 20 years ago! Anyone who goes to the movies knows that standards have dropped. Nowadays \$5.00 buys a rehashed story line,

# CUSTOMIZED AC FOR CURRENT



*Awarded to the biggest box office bomb that was plagued by rumor and way over budget even before filming started.*

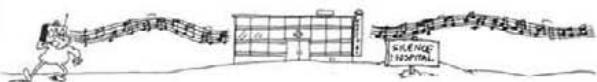
*Awarded to the film that displayed the flashiest special effects with the poorest acting and weakest story line.*

*Awarded to the film with the most teenaged girls terrorized by a mentally disturbed homicidal maniac.*

unintelligible dialogue, acting that makes TV look good and all the excitement of two used sparklers. That's not Oscar material! It's time for Hollywood to own up and start giving trophies that suit the films being made! But until they do, you'll have to put up with MAD's

# ACADEMY AWARDS MOVIE TRENDS

ARTIST AND WRITER: MICHAEL MONTGOMERY



*Awarded to the film with the most unnecessary nudity and gratuitous sex, which had nothing whatsoever to do with the plot.*



*Awarded to the martial arts movie with the most grunts and groans per minute, and the least coherent dialogue.*



*Awarded to the most boring and predictable sequel of a movie that wasn't very interesting to begin with.*

DICK DePT.

They sounded great at first, but upon reflection they really  
didn't turn out right. Here's our latest collection of....

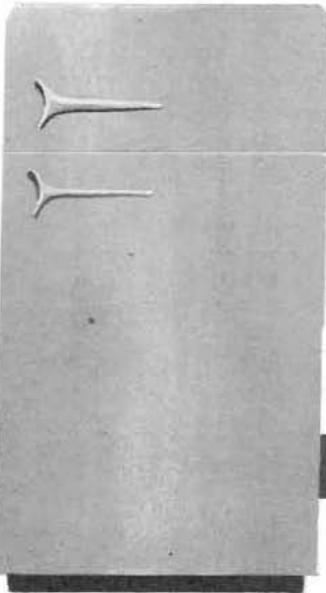
# ADS

## AT THE TOWER LP SALE

We're Breaking All Records!



**WESTINGHOUSE**  
REFRIGERATORS



ARE THE  
**HOT  
ONES!**

THEY'RE HARD  
TO BEAT!



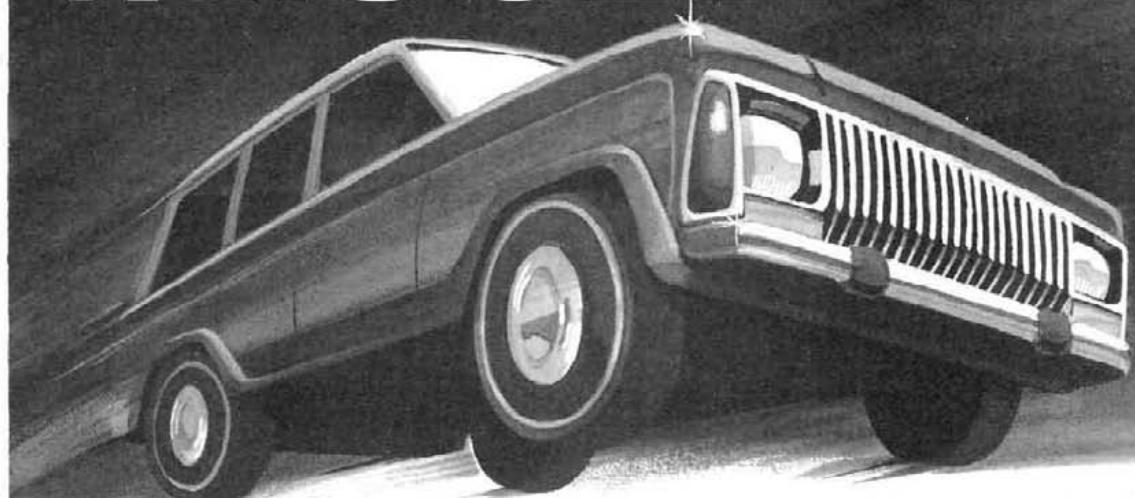
CLIN

# we never got to see!

ARTIST: ROB CLARKE

WRITER: DICK DE BARTOLO

## AMC JEEPS



*Are Meeting  
the Competition*

## HEAD ON!

# QUE

*a new  
wrinkle  
in skin  
creams*



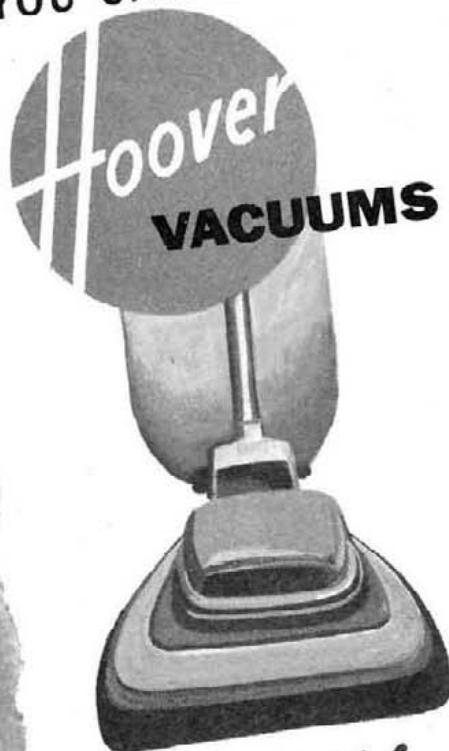
**IVORY**  
**L I Q U I D**  
*The Joy of your  
HOUSEHOLD*



*For all the DIPS  
at your party!*



YOU CAN BE SURE

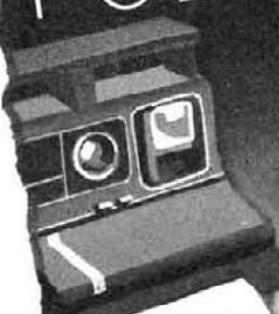


REALLY  
SUCK!



WEBSTERS'  
*NEW*  
DICTIONARY  
IS TOO GOOD  
FOR WORDS!

POLAROID  
PICTURES



*for fading  
memories!*

Hello! I'm William Gaines, publisher of MAD! I usually don't get involved in these TV parodies. I don't even read them! All I really care about is how many issues of MAD we sell! But since this is the first time we're satirizing a show whose cast is actually OLDER than me...and since this is the first series I can actually relate to, I thought that I should introduce it. Here's...



# The Olden Girls

ARTIST: ANGELO TORRES

WRITERS: ARNIE & JAY KOGEN

Hi! We're the Olden Girls! I'm Appathy! The sarcastic one! A trait left over from a previous sitcom! I'm the leader and moving force of this series! Although some critics say "All Bran" is the moving force of this series!

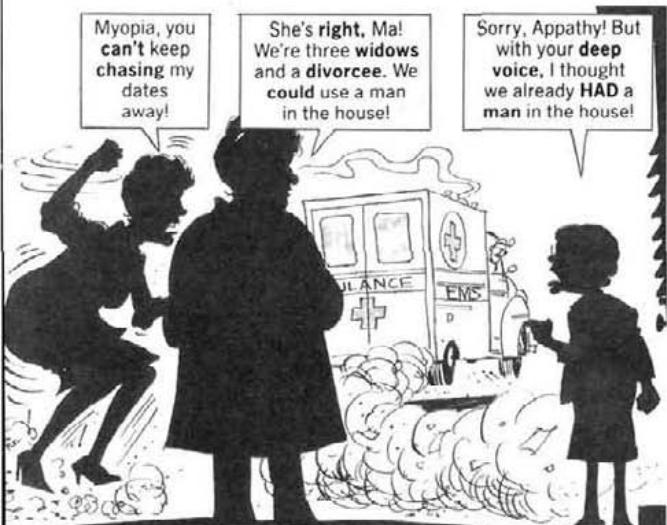
I'm Doze! The dippy one! On the TV "bewilderment" scale, I'm somewhere between Gracie Allen and Georgette Baxter! My occupation: grief counselor! Whenever I counsel anyone on this series, they usually wind up with grief!

I'm Blanched! The flirtatious one! I'm a gullible, sex-obsessed southern belle with an accent that went out with Tennessee Williams! Come to think of it, I went out with Tennessee Williams!

I'm Myopia! The foul mouthed one! I'm a unique TV creation! I look like Grandma Moses and I talk like Al Pacino in Scarface! Remember when all old ladies on TV were like Grandma Walton? I've changed all of that! I'm 80 years old, I can say things in prime time that would get Eddie Murphy thrown off the air!

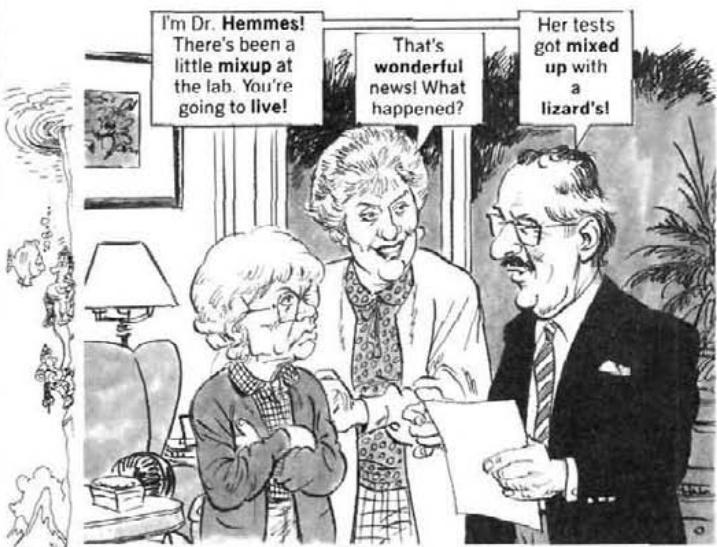


I'm actress Heather Locklear! No, I'm not in this series! But as a humane gesture to their readers MAD has included me here. Take a good look at me. It's the last attractive, firm body you'll be seeing for the next five pages!







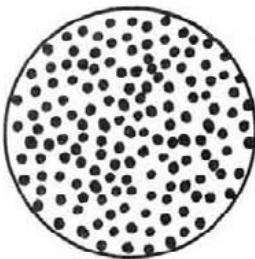


SPECK-TICKLES DEPT.

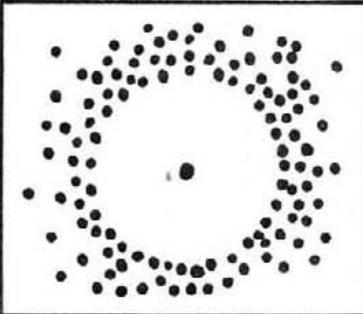
MAD

DOTS

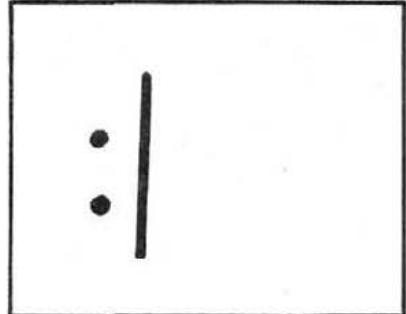
DOTS



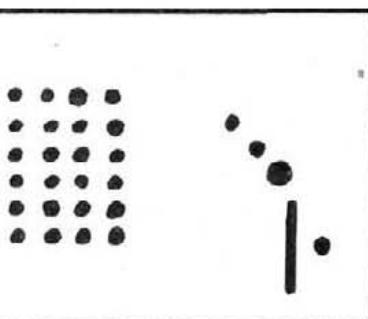
AN OVERHEAD VIEW OF  
RONALD REAGAN'S  
BIRTHDAY CAKE



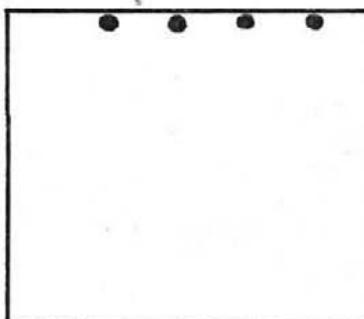
SOMEONE DYING ON A  
NEW YORK CITY STREET



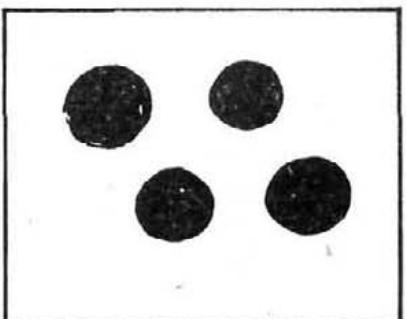
STARTING LINE AT THE FROSTBITE  
FALLS, SOUTH DAKOTA ANNUAL  
MARATHON



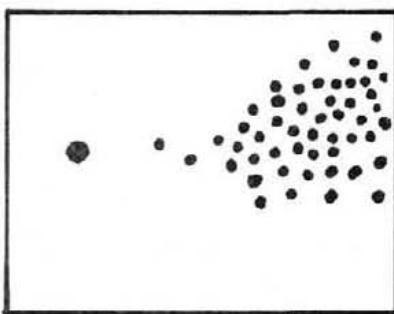
REFRIGERATOR PERRY ON THE  
JOHNNY CARSON SHOW



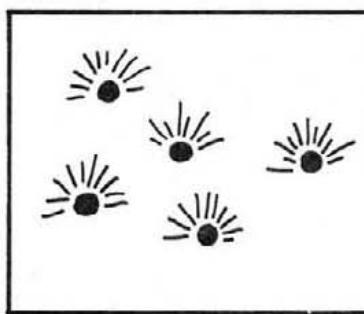
DIDN'T FEED THE FISH



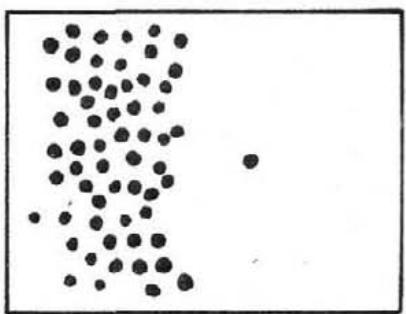
OVERFED THE FISH



A SWARM OF PIMPLES  
APPROACHING A KID  
EATING A HERSHEY BAR



RESIDENTS OF  
THREE MILE ISLAND



THE KU KLUX KLAN'S IDEA  
OF A FAIR FIGHT

**WHAT  
CURRENT  
POP CULT IS  
ATTRACTING  
LEGIONS OF  
FOLLOWERS?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
MAD FOLD-IN**

NEW CULTS SEEM TO POP UP DAILY. TO FIND OUT THE ONE THAT'S REALLY HOT RIGHT NOW, FOLD PAGE IN AS SHOWN



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



**MANY CULTS EXIST BECAUSE THEIR LEADERS,  
DONNED IN FANCY ROBES, PROMISE FOLLOWERS A  
WORRY-FREE LIFE WITHOUT TROUBLE OR HARSHSHIP**

ARTIST AND WRITER:

AL JAFFEE

A►

◀B

# GREAT MOMENTS IN ADVERTISING

The Day AT&T Went Too Far

